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SUBJECT: NOMINATION OF MOTOROLA FOR SECRETARY'S CORPORATE
EXCELLENCE AWARD

REF: STATE 64726

11. (SBU) Summary. Embassy Lima is pleased to nominate Motorola Peru for consideration for the Secretary of State's Eighth Award for Corporate Excellence. Motorola Peru is an outstanding example of the company's commitment to quality, efficiency, innovation, safety and human resource development. The company has made major contributions to Peru, and consistently performs in an outstanding manner on all seven criteria on which the award is based. Motorola also meets eligibility requirements specified in Reftel. End Summary.

Motorola: A Tradition of Responsibility

12. (U) Motorola is a Fortune 100 company headquartered in Schaumburg, IL. Established in 1928, Motorola is renowned for its innovative technological products and cutting-edge marketing programs. The company embodies the highest standards of conduct in the seven critical areas mentioned in Reftel, including: good corporate citizenship; exemplary employment practices; responsible environmental stewardship and practices; contribution to the overall growth and development of the local economy; contribution to local science and technology policies; and compliance with U.S., international and local laws and standards, especially in regard to anti-bribery, transparency and human rights and labor.

13. (U) Motorola is an active player in the global marketplace. The company opened its first international operation in 1967, entering the Latin American market when it opened its first plant in Mexico. In 1996, Motorola began its operations in Peru, employing a diverse workforce. The company employs 40 people: men and women working side by side to develop networks and enterprise mobility solutions, ship products to rural areas, and promote the development of infrastructure throughout Peru. Motorola Peru maintains a safe and healthy workplace while creating economic opportunities and growth in regions in Peru where the company does business.

Motorola Peru: Promoting Economic
Development in Rural Peru

¶4. (SBU) Motorola has several outstanding development projects in Peru. In 2005, Motorola Peru teamed up with CARE to establish connectivity between three rural areas in Puno, located more than 600 miles from Lima and at an altitude of more than 13,000 feet. Puno is one of the poorest areas in Peru, reflected in its health statistics. 30 percent of children in Puno suffer from chronic malnutrition; Puno also has the highest infant mortality rate in Peru. Each year, more than 1,000 people die due to hypothermia from harsh temperatures. Motorola and CARE sought to improve health communications within a 100-kilometer area, servicing 19 communities and 10,000 people. Since the region had no basic communications -- not even a telephone line -- Motorola donated a radio communications system, including 22 base stations, 15 vehicle mobile radios, and 11 portable radios. These tools are now located in the offices and vehicles of CARE, in municipal government offices, and in health centers in the provinces of Huanca, Azangaro and Melgar.

¶5. (SBU) Because of the Motorola-CARE project, inhabitants in remote areas of Puno now can communicate with health officials about medical emergencies. The communications systems also allow for easier coordination of health campaigns on nutrition and sanitation between the local governments and the Ministry of Health. But the equipment is not just for medical uses -- local governments can now communicate with the national police during emergency situations or natural disasters, allowing for the better protection of citizen security.

¶6. (SBU) Motorola also partnered up with USAID and Voxiva to develop a micro telecommunications company in Molinos, in the highlands of Peru. The company, which uses Motorola technology, provides a full package of telecommunications services, including a local telephony loop using Voice over Internet Protocol (VoIP), Internet and television to more than 34 families and 13 institutions, including the municipal government. Prior to the installation of the Microtelco, Molinos boasted one pay phone for every 3,000 inhabitants, no Internet connections and limited television broadcasts.

Motorola Encouraging Education and Entrepreneurship

¶7. (SBU) Motorola Peru also demonstrates outstanding corporate citizenship through its contributions to several universities in Peru. The company sponsors two scholarships annually at Lima's Catholic University for students who demonstrate leadership and entrepreneurial motivation. Motorola also sponsors an annual Information and Technology contest at three universities in Lima and Trujillo (in northern Peru). Students are encouraged to develop business technology applications that will improve the efficiency of small and medium enterprises. Twelve winners are declared annually; Motorola provides an incentive for talented individuals to create models that can be transformed into businesses in the future. This contest seeks to reward leadership and creativity while and promoting sustainable development in Peru.

Comment

¶8. (SBU) Since its humble beginnings in 1928, Motorola's subsidiary has grown to represent an outstanding example of the firm's commitment to quality, efficiency, innovation, safety and human resource development. Beyond its commitment to high standards at its Peru offices, the company has demonstrated outstanding corporate citizenship through its contributions to impoverished communities in Puno and Jauja. Post enthusiastically supports the nomination of Motorola Peru for the Secretary's Eighth Corporate Excellence Award.

